

February 29, 1988

All General Managers
All Store Managers

RE: Addendum to Cigarette Merchandising Program

The Cigarette Merchandising Program dated February 19, 1988 will soon be getting off the ground. As stated in the program, R.J. Reynolds will be coming in to set up each of the profit centers with various cigarette merchandising pieces.


This letter is to reaffirm Truckstops of America's position that any merchandising put in place must meet the satisfaction of all profit center managers. This means that if a particular merchandising piece recommended by RJR would hinder the sale of a certain item, a decision would have to be made as to whether or not the merchandising should be installed.

If there is any question relating to recommended merchandising items, please call either Mike Todor or Ray Ganem to discuss before making a decision.

Thank you for your help in making this program work.



Ray Ganem



Mike Todor

cc: J.F. Murray
C.P. Ryan
B.W. West
A.A. Bagdasarian
Division Managers
J. Piscatelli - R.J. Reynolds

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